

Message Text

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ORIGIN FBOE-00

INFO OCT-01 NEA-10 ISO-00 A-01 COME-00 EB-07 /019 R

DRAFTED BY A/FBO:JAGRZYBEK:JGA

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NEA/ARP:WCCECIL (PHONE)

USDOC/DIBA/BIC-CAGNE:WMCCAULEY

(PHONE)

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R 022009Z SEP 75

FM SECSTATE WASHDC

TO AMEMBASSY JIDDA

UNCLAS STATE 207993

E.O. 11652:N/A

TAGS: BEXP, SA, LE, ABLD

SUBJ: BUILDING MATERIALS AND CONSTRUCTION EQUIPMENT
TRADE FAIR

REF: USDOC 11999

DEPARTMENT HAS DISCUSSED REFERENCED TELEGRAM WITH COMMERCE
AND IT ADVISES AS FOLLOWS:

1. EBLAN HAS DISCUSSED SUGGESTIONS TO CONSTRUCT EXHIBIT
HOUSES ON COMPOUND AT LENGTH WITH COMMERCE. DESPITE
HIS INITIAL ENTHUSIASM FOR WHAT APPEARS TO BE PRACTICAL
IDEA WE AGREED THAT THERE ARE SERIOUS PROBLEMS INVOLVED.

2. THE SIX EXHIBITORS HAVE PROPOSED ONLY TO SEND
COMPLETE HOUSES AND IT IS BECOMING MORE REMOTE TO SEND
LARGE COMPLETE HOUSING UNITS DUE TO SHIPPING AND OTHER
DIFFICULT LOGISTICAL PROBLEMS.

3. EXHIBITION OF HOUSES INTENDED FOR SALE TO SAUDIS
BUT PROPOSAL FOR RETENTION BY EMBASSY DEFEATS PURPOSE
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OF EXHIBIT I.E.,SALE TO LOCAL MARKET. EXHIBITORS WILL

BE INCLINED TO TURN OVER BUILDINGS TO LOCAL AGENTS
SELECTED DURING FAIR AS USUALLY OCCURS IN SUCH EVENTS.

POTENTIAL SAUDI AGENT WILL NEED BUILDINGS FOR CONTINUAL
DISPLAY IN SALES PROGRAM OR THEY WILL DEMAND COMMISSION
ON SALE TO EMBASSY.

4. HOUSES WILL BE CONSTRUCTED FOR SAUDI MIDDLE CLASS
MARKET IN MIND AND EQUIPPED WITH ORIENTAL TOILETS ETC.
ALL OF WHICH WE CONSIDER WOULD NOT BE TYPE OF HOUSING
APPROPRIATE FOR EMBASSY STAFF. OF BROCHURES EXAMINED BY
EBLAN IT SEEMS CLEAR BUILDINGS WOULD NOT BE DESIRABLE
FOR EMBASSY USE.

5. EXHIBITORS WILL HAVE BOOTHS AT MAIN FAIR AND WOULD
LIKE TO TAKE PROSPECTIVE BUYERS IMMEDIATELY TO HOUSE
DISPLAY. HENCE DISTANCE FROM EMBASSY COMPOUND WOULD BE
BIG DISADVANTAGE.

6. USDOC SENDING WILLIAM VITOUS PROPOSED FAIR DIRECTOR
TO JIDDA EARLY SEPTEMBER FOR SITE SURVEY ETC. SEPARATE
MESSAGE FOLLOWS.

7. SUGGEST EMBASSY COMMENTS AND RECOMMENDATIONS ON
ABOVE. ROBINSON

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